

PICTURING
AMERICA:
TRANSITIONS
FROM RURAL
TO URBAN LIFE



NORMAN ROCKWELL MUSEUM

National Endowment for the Humanities

REACHING RURAL COMMUNITIES



THE
BUFFALO BILL
HISTORICAL
CENTER



NEH ON THE ROAD



THE NORTH
DAKOTA
DIGITAL
NEWSPAPER
PROJECT

A NEW
HARVEST: THE
FUTURE OF
SMALL TOWN
CA







Greetings,

The National Endowment for the Humanities (NEH) is a federal grant-making agency that awards competitive grants to institutions and individuals for humanities-focused projects. NEH grantees are from cultural institutions such as museums, archives, libraries, colleges, universities, public television and radio stations. NEH-funded projects vary from seminars for teachers and scholarly publications to digital apps and documentary films.

This report highlights six NEH-funded projects designed to support rural American communities through the humanities. The projects featured in this report demonstrate the diversity of the agency's work and the many strategies for engaging rural communities throughout the country. These projects are just a few examples of how NEH funding fuels innovation, increases communication, and strengthens communities. They also represent the NEH's commitment to documenting the American experience through the rich stories of rural populations. Some initiatives, like the North Dakota Digital Newspaper Project, use advanced archiving technology and digitization to preserve historical information while others, like *A New Harvest*, use history to engage Americans in a dialogue about the future of rural America.

I am proud to say that the content of this report was produced entirely by student interns at the NEH. The layout, graphics, and design of the pages you are about to read are the product of a student practicum at the Washington, DC campus of Boston University's Center for Digital Imaging Arts. Because of the students' hard work, the NEH was able to compile these reports without the use of taxpayer funds. I hope that you will share this report with your staff, constituents, and colleagues.

Sincerely,

Courtney Chapin NEH White House Liaison and Director of Congressional Affairs

Building communities through the humanities.



Stockbridge Mainstreet at Christmas (Home for Christmas), Norman Rockwell, 1967. Norman Rockwell Museum is a recipient of NEH funding.

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NEH ON THE ROAD

Introduction

Through NEH on the Road, the NEH brings high-quality museum exhibitions to small towns that typically lack the resources available to large urban museums. The NEH, in cooperation with the Mid-America Art Alliance (MAAA), scales down full-size museum exhibitions to fit in smaller venues, like libraries, town halls, and community centers.

How It Works

NEH on the Road is a special initiative that increases accessibility to the ideas, themes, and stories explored in major NEH-funded exhibitions. The NEH funds the program, which the MAAA, a nonprofit regional arts organization located in Kansas City, runs at venues across the county. Each traveling exhibition is scaled to fit in a 2,000 square-foot space and includes objects, panels, banners, and other supporting materials. NEH on the Road gives rural communities the unique opportunity to engage in current national conversations about various topics in the humanities. In order to participate in this program, host venues must offer at least one public program related to the exhibit, which often links local history to the national exhibit. Successful applicants receive a programming grant to help them fulfill this requirement.



The whole point of the exhibit is to open a dialogue between people and between families, grandmas, who can talk to their kids about how things really were, and they can say 'look, this is how we really lived.'

 Assistant Director of the Library referring to For All the World to See



This exhibit is very comprehensive — it's a blockbuster. We produce most of our own exhibits here just because no one else is producing exhibits about Wichita and Sedgwick County. But to find a traveling exhibit that fits with our mission — and to get the grants to get it to happen is even greater.

- Museum Curator on Our Lives, Our Stories

How Can Your Constituents Get Involved?

For over thirty years, the NEH has supported excellence in museum exhibitions. Your constituents can bring this experience to your district by hosting NEH exhibitions at their institutions. Exhibitions run at a host site for seven weeks. The host site is responsible for minor shipping costs and expenses, while NEH and MAAA cover the rest. To learn more about hosting an exhibition or to see if an exhibition is coming to a town near you, please visit nehontheroad.org.



Wyandotte County definitely has a wealth of interesting African American history, which is another reason we wanted to bring this exhibit here — we thought it would be a good tie in to our local history. 77—Museum Curator Referring to



NEH On the Road Exhibitions:

Originally an exhibit at the Museum of International Folk Art in Santa Fe, NM, *iCarnaval!* chronicles how eight European and American communities have celebrated Carnaval throughout history.

For All the World to See chronicles the fight for civil rights through visual culture including pins, posters, and film.

Adapted from an exhibit at the National Building Museum, *House and Home* explores the enduring question "what makes a house a home?"

Spirited: Prohibition in America is a trip back in time to the 13 years of the Prohibition adapted from the National Constitution Center's NEH-funded, flagship exhibition.

Originally developed by the Virginia Historical Society, **Lee and Grant** investigates the interconnecting lives of the Civil War generals.

The Long Island Museum of American Art, History, and Carriages created **Going Places**, which traces the evolution of the carriage before the rise of automobiles.

Our Lives, Our Stories explores the legacies and stories of the Greatest Generation, adapted from the Minnesota Historical Society.

Heroes of the Sky is an introduction to the inventors and entrepreneurs of the first 40 years of aviation.

2

PICTURING AMERICA TRANSITIONS FROM RURAL TO URBAN LIFE

Introduction

The Ohio Historical Society, in conjunction with NEH's *Picturing America* initiative, created a professional development series for fifty K-12 teachers that focused on Americans' transition from rural to urban life. The series explored the change in American social relationships, production methods, and landscapes as the country shifted from a rural to an urban lifestyle over the course of the 19th and 20th centuries.

How It Works

To help teachers develop lessons that explore rural history, the Ohio Historical Society hosted a professional development series in the spring and summer of 2011. The series included an orientation seminar at the Columbus Museum of Art, three content-based webinars, and a final one-day conference at the Ohio Historical Society and Ohio Craft Museum. In addition, the series provided a project website for teachers to find readings, materials, and helpful links: americantransitionspicturingamerica.wordpress. com. Through this program, the teachers were able to build sustainable relationships with scholars and host institutions, which then improved their teaching. The programs centered on the NEH's Picturing America initiative, which explores American history through 40 pieces of important American art. The NEH distributed sets of the 40 images to thousands of schools, libraries. and community centers.

major Ohio cultural institutions

collaborated on the project (the Columbus Museum of Art, the Ohio Historical Society, and the Ohio Craft Museum)

4 scholars

shared their expertise with teachers across Ohio

informational webinars

were produced as part of the program. Their topics are: the Great Migration, Picturing the Industrial Revolution, and Changing Landscapes

30 different lesson plans were produced by attendees to cater to everyone from fifth grade students to adult learners



Great art speaks powerfully, inspires fresh thinking, and connects us to our past. 77

- Picturing America Participant



Through this innovative program, students and citizens gain a deeper appreciation of our country's history and character through the study and understanding of its art. 77

- Picturing America Organizer



Picturing America gives participants the opportunity to learn about our nation's history and culture in a fresh and engaging way.

3

A NEW HARVEST

THE FUTURE OF SMALL TOWN CALIFORNIA

Introduction

NEH's state humanities council in California, Cal Humanities, funded *A New Harvest*, a series of short radio documentaries that explore how shifts in industry and population affect the identity, culture, economy, and even language of small towns across the state of California. Throughout California, small town industries like fishing, mining, and agriculture are quickly becoming a thing of the past. *A New Harvest* asks the question, "as competition stiffens and resources diminish, how will these communities survive?"

How It Works

Beginning in November 2010, The California Report ran six radio documentaries, funded by Cal Humanities, exploring small-town life in California. Each documentary focused on a different town, county, or geographical region that has gradually changed over time. By reflecting small town diversity—racial, economic, linguistic, and political—the documentaries challenge perceptions of rural populations and help listeners consider how small towns relate to California's history and future. The series began with an episode on Lindsay, a Central Valley town of 12,000 built up around olive and citrus groves. Boonville (Mendocino County), Garberville (Humboldt County), Avenal (Kings County), Calipatria (Imperial County), the mountains of Plumas and Lassen Counties, and Holtville (Imperial County) were all highlighted in their own episodes. The entire series, which ran until September 2011, is available at www.californiareport.org/specialcoverage/newharvest.



radio documentaries

were produced, examining issues from the rising market for medical marijuana in California to the site of a graveyard for anonymous immigrants

6 towns each report highlights a town or county that is struggling with the transition from a rural to a more urban lifestyle

interactive web page

was created by The California Report, at which visitors can see a map showing where each story took place, with links to each individual report (www.californiareport.org) With all the doom and gloom around us these days it was refreshing to see a small town using federal grant money to reinvent itself. It struck me, that the townspeople are very involved in improving their town and their lives. 77

- Mendocino County Resident





My grandma's generation they weren't able to practice their native ways, they were in boarding schools. A lot of it was almost lost forever. But we're coming back in a big way.

- Kings County Resident

THE BUFFALO BILL HISTORICAL CENTER

Introduction

The Buffalo Bill Historical Center in Cody, Wyoming is committed to telling the story of the American West. The Museum looks at the land, its first peoples, and contemporary experiences in the West. The Buffalo Bill Historical Center adopted the credo "Spirit of the American West." Recent NEH-funded initiatives have shown the center's dedication to making these stories accessible to all Americans.

How It Works

Since 2000, the NEH has awarded four grants to the Buffalo Bill Historical Center in order to expand their collections and exhibit galleries. An NEH Research Grant allowed the Museum and the University of Nebraska-Lincoln to expand its audience by digitizing William F. Cody's papers. The newly launched archive allows researchers and visitors to view Cody's memoirs and autobiographies, correspondence, business records, published and unpublished writings, photographs, video and audio recordings, promotional and Wild West material, newspaper and magazine articles. Increased accessibility to Cody's papers will allow for further scholarly research of the American West and a greater insight into Cody's lesser-known roles as a community founder, businessman, rancher, and investor. With NEH funding, the Buffalo Bill Historical Center also consulted with scholars, educators, and historical building specialists to reinterpret and reinstall the Buffalo Bill and Plains Indian portions of its gallery. The Buffalo Bill Historical Center continues to reimagine its role in telling the story of the West; as a result it will rebrand itself as the Buffalo Bill Center of the West.

192,489 visitors

enjoyed the five galleries in the Historical Center in 2010

\$427,060 awarded to the Buffalo Bill Historical Center since 2000

24,000 visitors

engaged in education programs including artist-led workshops, classes, and lectures

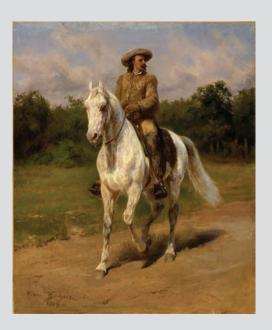


benefited from the outreach programs

The spirit of the American
West is alive and well here.

- Hank Coe, Vice Chairman of the Board of Trustees







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THE NORTH DAKOTA DIGITAL NEWSPAPER PROJECT

Introduction

The State Historical Society of North Dakota, in conjunction with the NEH and Library of Congress, is working to digitize North Dakota's historic newspapers as part of the Library of Congress's National Digital Newspaper Program. The Society has a long history of preserving newspapers and increasing access to their collections.

How It Works

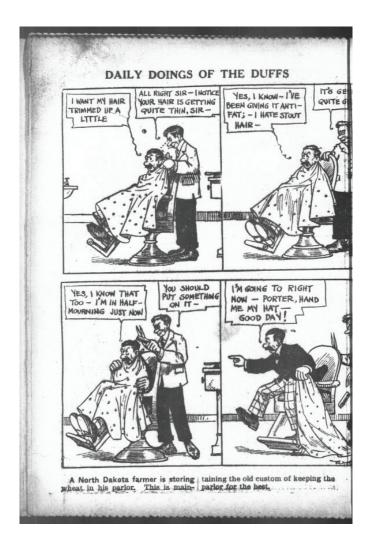
The State Historical Society of North Dakota collaborated with the Minnesota Historical Society to digitize North Dakotan newspapers from the 19th and 20th centuries. The State Historical Society of North Dakota submitted all title essays, which represent the scope, content, and significance of the newspaper title, to the NEH to become part of Chronicling America, a searchable database of historic newspapers (the Library of Congress developed and maintains the website Chronicling America with funding from the NEH).

The Minnesota Historical Society transferred digital files for 100,000 newspaper pages and the duplicate microfilm to the Library of Congress for the website. The National Digital Newspaper Program is a long-term partnership between the NEH and the Library of Congress to develop an Internet-based, searchable database of U.S. newspapers with descriptive information and select digitization of historic pages. The grants that the State Historical Society of North Dakota and the Minnesota Historical Society received are part of an NEH award program that funds the contribution of content from all U.S. states and territories.

100,000 pages

of newspapers digitized. The Library of Congress will make these newspapers available on its Chronicling America website. The titles selected are:

- Bismarck Tribune 1873-1875; 1878-1884; 1916-1922
- Bismarck Weekly Tribune 1875-1878; 1884-1900
- Bismarck Tri-Weekly Tribune 1877-1878
- Bismarck Daily Tribune 1900-1916
- Jamestown Weekly Alert 1882-1904
- Ward County Independent (Minot) 1903-1921
- Weekly Times Record (Valley City) 1912-1922
- Williston Graphic 1895-1898; 1902-1919





Newspaper editorials permit the historical researcher to uncover the dynamics of an area. Information concerning the social and cultural history, economics, politics, and individualism of members of the community can be found.

NORMAN ROCKWELL MUSEUM

Introduction

The Norman Rockwell Museum is dedicated to the celebration and study of Rockwell's work and his contributions to society, popular culture, and social commentary. The Museum is the most popular year-round cultural attraction in the Berkshires and houses the world's largest and most significant collection of Rockwell's work, including 998 original paintings and drawings.

How It Works

Over the past five years, NEH has awarded three grants to the Norman Rockwell Museum to plan and open exhibits. NEH funding has also allowed the Museum to improve and preserve its archives of Rockwell's work and personal correspondence, in addition to its collection of films about him. These grants enable the Museum to make more Rockwell artifacts publicly accessible in the museum and online. The Museum has improved access to its archival holdings and begun to plan for their long-term management—this includes uploading videos to the Museum's website, also known as Project NORMAN.

264 magnetic tapes

(high-value) have been preserved and made accessible to the public

998 original

paintings and drawings housed in the Museum

30 ft³

of Rockwell's fan mail correspondence preserved

150,000 items

make up the archive and illuminate the understanding of Rockwell's contributions to the arts and humanities



Engaging with new audiences is essential to the Museum's future, and changing exhibitions that present diverse aspects of the field help us to do that.

- Museum Curator

In presenting his art we tell Rockwell's story by presenting a layered view that represents his experiences, his influences and aspirations, the complexities of his world, and the iconic images that are his legacy.

- Museum Docent





The museum is open year-round and we enjoy welcoming thousands of visitors from all over the world.

- Deputy Director



I am thrilled to report that the Norman Rockwell Museum has exhibited the art of almost 450 historical and contemporary illustrators, and have no doubt that Rockwell would have been incredibly pleased to have his art exhibited among that of his colleagues.

- Chief Curator

Project NORMAN

Project NORMAN is a comprehensive cataloging and digitization project to preserve and make the archive accessible to researchers, curators, humanities scholars, and the general public. These newly accessible tapes include unique interviews with Rockwell's three sons, friends, colleagues, studio assistants, other artists, as well as interviews in which the people Rockwell painted talk about him. These tapes are frequently requested by biographers, authors, curators, and the press.

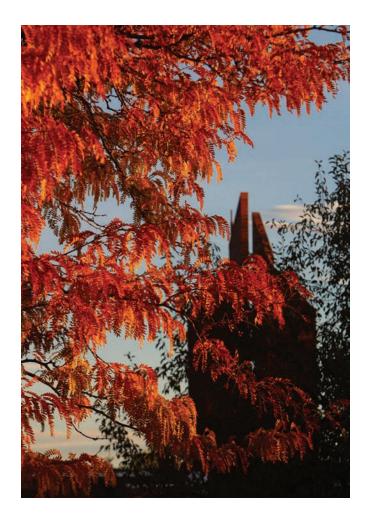
CONCLUSION

Projects In Progress

This report features only a small selection of the NEH-funded initiatives that explore rural history and support small communities. NEH funding often contributes to the developmental stages of a project. Northwest College's campaign to create an Intercultural Center and the Buffalo Bill Historical Center's traveling *Enduring Legacies of the Great Plains* exhibition are long term projects nearing completion. Both projects sustain and support the growth of research and scholarship in rural history.

Establishing Northwest College's Intercultural Center

Northwest College (NWC) is an open-admission, comprehensive, rural, two-year public community college located in Powell, Wyoming, approximately 80 miles from the East Entrance to Yellowstone National Park. For decades, NWC has attracted international scholars and students who engage with local communities in mutual learning experiences unheard of in most small towns. NWC has one of the largest populations of international students among all Wyoming community colleges and its multi-faceted program is used as a model for community colleges throughout the United States. In 2011 the NEH awarded NWC a Challenge Grant to help facilitate the creation of an Intercultural Center. Challenge Grants require the recipient to match the federal dollars with private fundraising. The College will use this funding to buy a home located next to campus, renovate the home, and establish an endowment to support ongoing humanities programs, including guest speakers, film screenings and student discussions.



Enduring Legacies of the Great Plains: The Paul Dyck Collection

The Buffalo Bill Historical Center in Cody, Wyoming, is creating Enduring Legacies of the Great Plains: The Paul Dyck Collection, a national touring exhibition accompanied by interpretive educational materials and programming. The project focuses on expanding access to the arts, cultures, and lives of Native people featured in the Paul Dyck Plains Indian Buffalo Culture Collection housed at the Center. The artist Paul Dyck (1917 – 2006) devoted his life to the study of cultures and histories of Plains Indian people.



Conclusion

Rural America occupies an important space in our nation's history. NEH-funded projects, like those connected to the Norman Rockwell Museum and Buffalo Bill Cody Museum, support and sustain rural museums and libraries, allowing these stories to be told to a wide audience. Tangible products of NEH funding—interactive websites, museum exhibits, lesson plans, and radio programs—support and expand educational programs at local libraries, schools, and community centers nationwide. Supporting these institutions strengthens communities.

The projects showcased in this report are examples of how private organizations and individuals can develop engaging humanities programs for rural communities with relatively low levels of funding. Not only can your constituents become involved in many of the programs included in this report, but they can also create new, local versions of these programs. Please connect your constituents with the NEH or any of the organizations featured here to bring these educational opportunities to your community. The NEH is proud to support a diverse set of cultural centers and organizations, including NEH-funded state humanities councils, in an endeavor to bring high-quality humanities programming to communities of all sizes across the country.

Design Credit — Daphne Kiplinger

The graphic design layout of this and the other 3 reports issued to Congress on the impact of NEH funding was designed by Daphne Kiplinger, a graduate student at Boston University's Center for Digital Imaging Arts in DC.

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Picturing America: Transitions from Rural to Urban Life: Photography by Lisa Morehouse

A New Harvest: The Future of Small Town California: Photography by Lisa Morehouse

Buffalo Bill Historical Center: http://www.bbhc.org/about-us/pr-images/

The North Dakota Digital Newspaper Project: Photos Courtesy of the Library of Congress

Norman Rockwell Museum: Exterior museum view: Photo by Walt Engels; Family sitting: Photo Courtesy of Berkshire Visitors Bureau; Group of adults with quide: Photo by Jeremy Clowe

Enduring Legacies of the Great Plains: The Paul Dyck Collection: Photo by Chris Gimmeson

Inside Cover Photo: Stockbridge Mainstreet at Christmas (Home for Christmas), Norman Rockwell. 1967. Oil on canvas, 26 ½ x 95 ½"; Story illustration for "Home for Christmas"; McCall's, December 1967. Norman Rockwell Museum Collection; Licensed by Norman Rockwell Family Agency

ASSISTING POTENTIAL GRANTEES

Assisting Potential Grantees

The NEH welcomes grant applications from cultural institutions of all sizes across the country. The NEH offers resources to help potential grantees apply for funding. Please connect potential applicants to NEH Congressional Affairs staff to help increase the impact of NEH funding on rural communities.

The following represent a small sample of the many NEH grant programs that support the goals of institutions in rural communities:

Preservation Assistance Grants for Smaller Institutions

Preservation Assistance Grants help small to mid-sized institutions improve their ability to preserve and care for special collections. These may include special collections of books and journals, archives and manuscripts, prints and photographs, moving images, sound recordings, architectural and cartographic records, decorative and fine art objects, textiles, archaeological and ethnographic artifacts, furniture, historical objects, and digital materials. Eligible institutions vary from libraries and museums to cultural organizations and town and county records offices. Applicants interested in Preservation Assistance Grants can find more information here: http://www.neh. gov/grants/preservation/preservationassistance-grants-smaller-institutions.

Bridging Cultures at Community Colleges Grants

Bridging Cultures at Community College Grants create opportunities for faculty to collectively improve their teaching in the humanities, enhance or develop humanities programs, and provide new humanities resources. The NEH welcomes proposals that enhance understanding of diverse countries, peoples, and cultural and intellectual traditions worldwide. Applicants may also explore American cultural diversity and its impact on civic life. Applicants interested in Bridging Cultures at Community Colleges Grants can find more information here: http:// www.neh.gov/grants/education/bridgingcultures-community-colleges.

Challenge Grants

NEH Challenge Grants are intended to help local, state, and national institutions build long-term resources and programs.

Recipients are required to match every federal dollar with nonfederal funding. Challenge Grants may establish or enhance endowments or provide capital to purchase long-lasting objects, such as acquisitions of archives and collections, requisite equipment, and construction or renovation for facilities. Grantee institutions may spend up to 10 percent of total NEH grant funds to assist with fundraising in order to meet the matching requirements. There is a special Challenge Grant specifically for community colleges too. Applicants interested in Challenge Grants can find more information here: http://www.neh. gov/grants/challenge/challenge-grants.



NEH-Funded State Humanities Councils

The NEH funds 56 humanities councils located in all U.S. states and jurisdictions. The councils support local humanities programs and events—like book festivals, film screenings, discussions, and traveling exhibits—and many provide grants to local organizations, scholars, and citizens to create humanities programs and products. The state humanities councils receive the majority of their funding from the NEH through the Federal/State Partnership Office. They supplement this funding with support from private donations, foundations, corporations, and, in some cases, state government. Stories about the work of state humanities councils are located at http://www.neh.gov/divisions/fedstate.

About the NEH

The National Endowment for the Humanities (NEH) is an independent federal agency created in 1965. It is one of the largest funders of humanities programs in the United States.

Because democracy demands wisdom, NEH serves and strengthens our republic by promoting excellence in the humanities and conveying the lessons of history to all Americans. The Endowment accomplishes this mission by awarding grants for toprated proposals examined by panels of independent, external reviewers.



